

Trait Management



Career Development Consulting Services



“Every individual nature has its own beauty.”

- Ralph Waldo Emerson

WorkPlace Supertraits:

- Need for Stability
- Extraversion
- Originality
- Accommodation
- Consolidation

Evoke Development uses the WorkPlace Big Five Profile for coaching to help individuals learn more about their personality traits and how, when combined with performance information, they can:

- Capitalize on their strengths.
- Determine what type of training and development would be most effective for them.
- Develop compensating strategies to become more effective in challenging situations.

In a typical coaching session, clients will learn:

- About their unique personality profile.
- How their personality profile supports and/or hinders their job performance.
- How to improve their communication with others.
- How to capitalize on their strengths.
- Which competencies are energizing, natural, somewhat natural, draining, and outside of their comfort zone.
- Which competencies require training, support, or compensating strategies.
- How to appreciate commonalities and differences of others.

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Dr. Robin McClure of Evoke Development offers a wide array of career development consulting services using the WorkPlace Big Five Profile 4.0. This personality assessment is based on the Five Factor Model of Personality which is the most current, valid, and reliable means of assessing personality available and the standard for psychologists. With only 107 questions, busy workers find the WorkPlace easy to complete online in 10-15 minutes. The WorkPlace is written in straightforward language and is specifically designed to help individuals and organizations with:

- Career development
- Job selection and hiring
- Succession planning
- Sales training
- Team building
- Conflict management
- Leadership, management, and supervisory development

Knowing all this is nice, but how does it apply in real life?

Susan, Terri, and Tom have been working together for years. Although they all get along fairly well, they are frequently frustrated by each other. Susan can't understand why Terri gets so upset over minor changes or issues and seems to rehash them for weeks. Terri can't understand why Susan is so matter of fact and insensitive all of the time, dismissing issues almost as soon as they are identified. And, neither Susan nor Terri can understand why Tom has to question everything all of the time.

After taking the WorkPlace, Susan, Terri, and Tom started to realize that many of the characteristics that frustrated them the most about the others had more to do with different ways of approaching or viewing the world around them. In fact, they were very surprised to see how different they were in some traits yet how similar they were in others. Once they had a better understanding of themselves and their coworkers, they were able to use this knowledge to enhance their working relationships and job satisfaction.

Want to Learn More?

To learn more or to schedule your personal career development session, contact Dr. Robin McClure at robin.mcclure@evokedevelopment.com or call (904) 424-3545.

Additional Career Services:

Dr. McClure will work with you to develop:

* A targeted resume

based on your WorkPlace

Profile strengths.

* Improved job-person fit.

* Strategies to optimize and realign your job so it is more energizing.

* An action plan for developing your strengths.



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